

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

LUC Media
Attention: Accounts Payable
25 Whitlock Place SW - Suite 201
Marietta, GA 30064

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
315201-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Steve Kopicki	WXYZ National	National

Advertiser	Product	Estimate Number
Stand Up for Democracy	Stand Up for Democracy (I	

Flight Dates	Order #	Alt Order #
10/22/12 - 10/28/12	315201	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13041		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/28/12	M-F 7-9am	7-9am M-F	MTWTF--	:30	3	\$2,000.00	NM
Weeks:	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 3	<u>Rate</u> \$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Tu	10/23/12		M-F 7-9am	7-9am M-F	:00		\$2,000.00 NM
See MG 1.4									
3	WXYZ	W	10/24/12	8:44 AM	M-F 7-9am	7-9am M-F	:30	SUDTV02H	\$2,000.00 NM
2	WXYZ	Th	10/25/12	7:29 AM	M-F 7-9am	7-9am M-F	:30	SUDTV02H	\$2,000.00 NM
4	WXYZ	F	10/26/12	8:47 AM	M-F 7-9am	7-9am M-F	:30	SUDTV02H	\$2,000.00 NM
MG for 1.1 10/23									
2	10/22/12	10/28/12	M-F 9a-10a	9-10am M-F	MTWTF--	:30	3	\$1,000.00	NM
Weeks:	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 3	<u>Rate</u> \$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WXYZ	Tu	10/23/12		M-F 9a-10a	9-10am M-F	:00		\$1,000.00 NM
Credited									
1	WXYZ	Th	10/25/12	9:56 AM	M-F 9a-10a	9-10am M-F	:30	SUDTV02H	\$1,000.00 NM
2	WXYZ	F	10/26/12	9:29 AM	M-F 9a-10a	9-10am M-F	:30	SUDTV02H	\$1,000.00 NM
3	10/22/12	10/28/12	M-F 10a-11a	10-11am M-F	MTWTF--	:30	3	\$800.00	NM
Weeks:	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 3	<u>Rate</u> \$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXYZ	Tu	10/23/12		M-F 10a-11a	10-11am M-F	:00		\$800.00 NM
See MG 3.4									
1	WXYZ	W	10/24/12	10:15 AM	M-F 10a-11a	10-11am M-F	:30	SUDTV02H	\$800.00 NM
3	WXYZ	Th	10/25/12	10:23 AM	M-F 10a-11a	10-11am M-F	:30	SUDTV02H	\$800.00 NM
4	WXYZ	F	10/26/12	10:40 AM	M-F 10a-11a	10-11am M-F	:30	SUDTV02H	\$800.00 NM
MG for 3.2 10/23									



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Advertiser	Product	Estimate Number	
Stand Up for Democracy	Stand Up for Democracy (I		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/22/12	10/28/12	M-F 12-1pm	12-1pm	MTWTF--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/23/12 M-F 12-1pm 12-1pm :00 \$1,200.00 NM See MG 4.4									
2 WXYZ W 10/24/12 12:29 PM M-F 12-1pm 12-1pm :30 SUDTV02H \$1,200.00 NM									
4 WXYZ Th 10/25/12 12:58 PM M-F 12-1pm 12-1pm :30 SUDTV02H \$1,200.00 NM									
MG for 4.1 10/23									
3 WXYZ F 10/26/12 12:23 PM M-F 12-1pm 12-1pm :30 SUDTV02H \$1,200.00 NM									
5	10/22/12	10/28/12	M-F 3p-4p	3-4pm M-F	MTWTF--	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/23/12 M-F 3p-4p 3-4pm M-F :00 \$1,000.00 NM See MG 5.4									
4 WXYZ W 10/24/12 3:56 PM M-F 3p-4p 3-4pm M-F :30 SUDTV02H \$1,000.00 NM									
MG for 5.1 10/23									
2 WXYZ Th 10/25/12 3:30 PM M-F 3p-4p 3-4pm M-F :30 SUDTV02H \$1,000.00 NM									
3 WXYZ F 10/26/12 3:27 PM M-F 3p-4p 3-4pm M-F :30 SUDTV02H \$1,000.00 NM									
6	10/22/12	10/28/12	5-6pm M-F	5-6pm M-F	MTWTF--	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXYZ Tu 10/23/12 5-6pm M-F 5-6pm M-F :00 \$2,000.00 NM Credited									
1 WXYZ Th 10/25/12 5:28 PM 5-6pm M-F 5-6pm M-F :30 SUDTV02H \$2,000.00 NM									
3 WXYZ F 10/26/12 5:38 PM 5-6pm M-F 5-6pm M-F :30 SUDTV02H \$2,000.00 NM									
7	10/22/12	10/22/12	Ford Lions Report Live	Various	M-----	:30	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 10/22/12 Ford Lions Report Live Various :00 \$5,000.00 NM See MG 7.2									
2 WXYZ Sa 10/27/12 3:30 PM ABC's Cilge Ftbl 330-7pm 330-7pm :30 SUDTV02H \$10,000.00 NM									
MG for 7.1 10/22									
8	10/22/12	10/22/12	Actn News M aft FB	Late News M aft FB	M-----	:30	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 10/22/12 Actn News M aft FB Late News M aft FE :00 \$5,000.00 NM See MG 8.2									
2 WXYZ Su 10/28/12 11:16 PM 11pm Action News Update 11-1135pm M-Sun :30 SUDTV02H \$5,000.00 NM									
MG for 8.1 10/22									



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Stand Up for Democracy	Stand Up for Democracy (I		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	10/22/12	10/28/12	Action News SAT 6am	SAT 6-7am	-----S-	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/27/12	6:55 AM	Action News SAT 6am	SAT 6-7am	:30	SUDTV02H	\$500.00 NM
10	10/22/12	10/28/12	GMA SAT 7-8am	SAT 7-8am	-----S-	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/27/12	7:54 AM	GMA SAT 7-8am	SAT 7-8am	:30	SUDTV02H	\$900.00 NM
11	10/22/12	10/28/12	ABC's Clge Ftbl 12-330pm	12-330pm	----FS-	:30	1	\$2,500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----FS-	1	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/27/12	2:37 PM	ABC's Clge Ftbl 12-330pm	12-330pm	:30	SUDTV02H	\$2,500.00 NM
12	10/22/12	10/28/12	Sa 7-8p	7pm Sat	-----S-	:30	1	\$2,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/27/12	7:11 PM	Sa 7-8p	7pm Sat	:30	SUDTV02H	\$2,000.00 NM
13	10/22/12	10/28/12	ABC's Saturday Night Foc	SA 8pm-1130pm	-----S-	:30	1	\$4,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/27/12	11:45 PM	ABC's Saturday Night Football	SA 8pm-1130pm	:30	SUDTV02H	\$4,000.00 NM
14	10/22/12	10/28/12	Action News SUN 6am	SUN 6-7am	-----S	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/28/12	6:27 AM	Action News SUN 6am	SUN 6-7am	:30	SUDTV02H	\$500.00 NM
15	10/22/12	10/28/12	GMA SUN 7-8am	SUN 7-8am	-----S	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/28/12	7:55 AM	GMA SUN 7-8am	SUN 7-8am	:30	SUDTV02H	\$900.00 NM
16	10/22/12	10/28/12	Action News SUN 8am	Sun 8-930am	-----S	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/28/12	8:28 AM	Action News SUN 8am	Sun 8-930am	:30	SUDTV02H	\$900.00 NM



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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/22/12	10/28/12	Ford Lions Report Live	11a-12pm	-----S	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/28/12 11:29 AM Ford Lions Report Live 11a-12pm :30 SUDTV02H \$1,500.00 NM									
18	10/22/12	10/28/12	SU 1130p-12a	1130pm-12am	-----S	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/28/12 SU 1130p-12a 1130pm-12am :00 \$1,000.00 NM Credited									

Total Spots **27** Gross Total **\$49,700.00**

Payment Terms 30 Days

Agency Commission **\$7,455.00**
Net Amount Due **\$42,245.00**